



PRESS RELEASE

South Island Art Day

Date: Saturday, September 27th, 2014

Time: 12 pm – 8 pm

Admission: Free

On 27th September, over 20 South Island Cultural District (SICD) galleries and artist studios will open their doors to the public for what will be an exciting day of exhibition openings, artists, music and dance performances, as well as delicious food and drink. Free shuttle buses from Chater House will transport art lovers to Wong Chuk Hang, Tin Wan and Ap Lei Chai, the fast growing art district which is proving to be Hong Kong's new destination for contemporary art.

Events:

- Street and studio performances by artists, musicians and dancers
- Workshops
- Artist talks and discussions
- Exhibition openings
- Fun and creative activities for children and families
- Art exhibitions openings
- Late night after-party at Ovolo hotel featuring video art screenings, from 8pm till late

Free Shuttle Bus:

- From 12pm - 8pm, every 30 minutes, departing from World Wide House, Petter Street, Central, and travelling to Wong Chuk Hang, Tin Wan and Ap Lei Chau.

What is the South Island Cultural District (SICD)

Formed in May 2013, SICD is a fast growing organisation of high quality galleries and artist studios located in the South Island areas of Wong Chuk Hang, Ap Lei Chau and Tin Wan. Attracted by the large industrial spaces and their potential to host larger, more effective and groundbreaking exhibitions, numerous reputable and established galleries have recently begun to move to the South Island district. Originally consisting of 16 member galleries and studios, SICD is expected to grow to over 25 galleries by mid September, with new galleries opening every month in the area. This growth has marked an evolution in Hong Kong's art scene comparable to the development of Chelsea as the contemporary art centre of New York City in the 1990s. SICD is quickly becoming Hong Kong's New Destination for Contemporary Art.

Current SICD members include: 3812 Contemporary Art Projects, ART STATEMENTS, AISHONANZUKA, Alisan Fine Art, Blindspot Gallery, Caroline Chiu Studio, Chloe Ho Studio, Emma Fordham Studio, Gallery EXIT, Greer Howland Smith Studio, Infinity Gallery, Kirsteen Pieterse Studio, KORU Contemporary Art, Mur Nomade, Pékin Fine Arts, Phil Akashi Studio, Plum Blossoms, Rossi & Rossi, Spring Workshop, The Cat Street Gallery Annex, toof [contemporary], Yallay Gallery.

The scheduled opening of the South Island MTR line in 2015 will also drastically change the profile of the neighbourhood, allowing greater access by the public to this dynamic and fast growing contemporary art scene.

Objectives of the SICD

Led entirely by contemporary art galleries, the objective of SICD is to increase awareness in the general public of the art district. Gallery exhibition openings are coordinated monthly, while special art nights are organised such as The Wong Chuk Hang Art Night which coincided with this year's Hong Kong Art Basel: this was a huge success with over 600 visitors recorded visiting the galleries and studios. SICD liaises with art fairs and other festivals to promote the district, while a special guide is produced that can be found throughout Hong Kong at key distribution points. Our dynamic website (www.sicd.com.hk) is constantly updated and an e-newsletter featuring updating information about spaces, exhibitions, special events and exhibition openings is published every month.

Soon SICD will include more cultural outlets in the area such as photo studios, dance academies, yoga centres, private kitchens, music studios, etc. Cross over and intra-disciplinary events as well as cultural festivals will be organized. The SICD is at the forefront of the promotion of this new and dynamic cultural neighborhood.

SICD online

Check our website www.sicd.com.hk for full information about the SICD members, and to access up-to-date information about shows and special events, and to see our downloadable guide.

A hard copy of the guide is available on request. For more information about SICD, to have a guided tour of the neighborhood or to set up interviews, Please contact Miss CC Ling Pui Sze on 2696 2300 or contact@sicd.com.hk